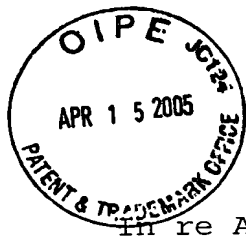


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PATENT APPLICATION  
09/966,845

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Barbara J. Boe, et al.  
Serial No.: 09/966,845  
Filing Date: September 28, 2001  
Group Art Unit: 3622  
Examiner: Yehdega Retta  
Title: SYSTEM AND METHOD FOR PROFILING  
CUSTOMERS FOR TARGETED MARKETING

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

REQUEST FOR CONTINUED EXAMINATION

In response to the Advisory Action mailed November 5, 2004, Applicant respectfully requests continued examination of this Application to allow the Examiner to reconsider the rejection of the claims and the objections to the Application in view of the following amendments and/or comments as set forth below.

04/19/2005 EFLORES 00000055 09966845

01 FC:2253  
02 FC:2801

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395.00 OP